

Television Permit Granted Station WBAY

Hope To Be on Air as Soon as March, Evans

Possibility of New Catholic High School Building Also Seen

Television for Green Bay in the near future became a reality today when the Federal Communications Commission in Washington granted Radio Station WBAY a permit to construct a station here to operate on Channel 2. It is the first television license to be issued in Northeastern Wisconsin.

Haydn R. Evans, general manager of WBAY for the Norbertine Fathers, said that every effort would be made to bring TV to this area within a matter of months.

Two other applications to operate another video station here are still pending. The Press-Gazette and Station WJPG have applied for Channel 6 along with the Valley Telecasting company. These two applications were passed over last week when the FCC considered Green Bay licenses, and a hearing will be held in Washington sometime after the first of the year to determine which of the two applicants will be approved for the other Green Bay channel.

Might Use High School

There is a possibility that WBAY will use the Central Catholic High school building as a radio-TV center, and if that is found to be feasible, present plans call for the erection of a new Catholic high school for boys at a new location, it was announced today by the Rt. Rev. Co-Adjutor Abbot S. M. Killeen of the Norbertine Fathers.

"In response to many inquiries," Abbot Killeen said, "tentative plans for television in the Green Bay area include the use of the Central Catholic High school building as a radio-TV center. The transmitting facilities will, in all probability, be located on Scray's Hill, the site of the present WBAY-FM station. If it is found feasible to use the Central Catholic High school building for TV and radio purposes, present plans call for the erection of a new Catholic high school for boys at a new location."

Evans said today that WBAY is going to ask for Federal Communications commission for permission to carry on what is known as an interim operation in order to get TV on the air here as soon as possible. This would be a 10,000 watt transmitter with a TV antenna mounted on the station's present FM tower on Scray Hill, and the temporary installation would permit telecasting network shows to people living within 40 to 50 airline miles of Green Bay.

Evans said that if this temporary setup is approved in Washington, the station believes it could be on the air sometime early in March.

Then late next spring when weather permits, WBAY plans to begin construction of its permanent television installation. This will include a transmitter capable

WBAY-TV

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of delivering the maximum power allowed, 100,000 watts, and an antenna tower several hundred feet high. The transmitter and tower will be located on Scray's Hill, and the station's studios will be in Green Bay.

All Set By Fall

A relay system will carry programs from the studios in Green Bay to the transmitter. And Evans said, "If all goes well, we should be giving television service, both network and locally originated, to all families living within a 75-mile radius, or better, by late fall."

Under the temporary set-up proposed for next spring, WBAY-TV would carry network programs by kinescope and film.

Network programs are currently available in Milwaukee over a system of relay towers between Chicago and Milwaukee. With the granting of a license for Green Bay this relay system will be extended from Milwaukee to Green Bay by the Wisconsin Telephone company, according to local manager H. W. Dickey. But Dickey said today he could make no estimate of when that extension might be completed.

The WBAY permit was one of 10 granted by the FCC in Washington today. Others included two applicants in Tucson, Ariz., one in Santa Barbara, Calif., and one at Pueblo, Colorado. This makes a total of 108 new TV stations approved since the lifting of the TV freeze early this year exactly matching the number of stations which were in operation before the freeze.

Monday, March 16, 1953

WBAY-TV Will Cover 50 Mile Radius at First

Bigger Transmitter And Tower Will Be Erected This Summer

When WBAY-TV goes on the air formally for the first time Tuesday evening, residents within a 50-mile radius of Green Bay in all directions will be able to receive a clear picture of programs emanating from studios on the top floor of the Columbus club in downtown Green Bay.

The programs will be beamed from the WBAY-TV antenna 460 feet above Scray's hill southeast of De Pere, where the transmitter is located. Actually, the picture signal sent out from the TV tower will be the second relay of the signal through the air from the studios. The first will be from the studio to the tower via a micro-wave link on a 50-foot tower atop the Columbus club. The voice part of the TV programs will be carried from the studios to the transmitter via regular telephone cables.

The effective range of the TV station at the start will cover an area ranging to Oshkosh on the south, Manitowoc and Two Rivers on the east, New London and Waupaca on the west, and Marinette-Menominee on the north. Heavy fringe coverage will extend several miles beyond the effective range.

The effective range will be substantially increased when the new tower and antenna, extending 860 feet above Scray's hill, is erected. Station officials hope that this will be some time late this year. The present tower is the former WBAY-FM tower with a 110-foot TV antenna added.

A temporary transmitter is also being used at present. This will be replaced with a regular transmitter late this summer. This will boost the effective radiated power of the station to 100,000 watts compared with 6,000 watts at the start.

WBAY-TV has contracts with all four major TV networks for programs. These include American Broadcasting company, Columbia Broadcasting system, National Broadcasting company, and Dumont. Since the micro-wave relay needed to bring these programs to Green Bay has not been completed, the programs will be either on film or kinescope. Live TV programs will not be available, except locally, until the micro-wave towers between here and Chicago are erected sometime in 1954.

Local programming is scheduled to start in the very near future. These will include a news, sport, children's and weather programs done by members of the

present WBAY radio staff. Live sports programs from the auditorium of the Columbus club are to be televised next winter, according to present plans.

The main studio in the Columbus club is 30 by 40 feet. Several feet above the level of the studio floor is the master control room. Opposite the control room, on still a higher level, are six offices which will be used by the TV executive and production staffs. A property room is located on another floor.

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WBAY-TV

Test Pattern

Aired Daily

First test patterns were broadcast by WBAY-TV early Saturday morning and will be continued daily except Sunday from 9 a.m. to 3 p.m. until the new television station goes on the air with regular programs March 17.

The test patterns are mostly visual lines and a steady sound tone, because WBAY-TV is not authorized to televise entertainment before March 17.

At 12:36 a.m. Saturday Chief Engineer Wallace Stengel pulled the master switch at the transmitter east of De Pere and Northeastern Wisconsin's first TV station (the second in Wisconsin) began broadcasting on VHF channel 2 with 6,000 watts of effective radiated power.

Next autumn WBAY-TV will step up power to 100,000 watts, the maximum allowed on channel 2 by the Federal Communications commission. This change will increase WBAY-TV's radius of assured good reception from 50 miles to 70 or 80 miles, according to manager Burkett Farquhar.

The normally dangerous job of erecting the 350-foot tower above the transmitter was aided by good weather. But three below zero cold and strong winds were braved by workmen on the 50-foot tower above the studios. WBAY-TV and WBAY will take over the whole Columbus club building in the fall of 1954, and Central Catholic students will attend a high school to be constructed at West Mason and Balsam streets.

The Norbertine Fathers operate Central Catholic High school, WBAY-TV and WBAY.

Number of Other TV Stations Are on Deck for Wisconsin

Reception Possible Here for Neenah and Marinette Programs

While WBAY-TV is the second television station to start service in Wisconsin, a number of other stations will go on the air in future months, including several in this area.

Green Bay and the area in this immediate vicinity, however, will be on the fringe of most of the other new stations in the state.

WTMJ-TV, Milwaukee has been on the air about five years on Channel 3 and has had a primary service area extending about 50 miles from Milwaukee. WTMJ is now installing a new television transmitter with high power and a new 1017 foot antenna which they expect will extend the service area to points 80 to 85 miles away. About the same time WTMJ expects to shift to Channel 4, removing any possibility of interference from the signal of WBAY-TV on Channel 2 in this area.

Reception Will Improve

Engineers here expect that reception from WTMJ-TV will be considerably improved here after these changes are made, although they point out that Green Bay is still in the fringe area for that station.

Construction is also under way on Station WNAM-TV, Neenah. This station will operate on UHF channel 42, which was allotted to the Appleton area. It expects to be in operation by fall, with 20,000 watts of effective radiated power. Engineers are not able to say now what kind of a signal WNAM-TV will send into Green Bay, since experience with UHF is limited, but estimates of the effective range vary from 20 to 40 miles.

Oshkosh has also been given a UHF channel, 48, and Station WOSH-TV expects to be on the air there by late spring. Initially,

however, WOSH-TV will operate with a low power transmitter and an effective radiated power of 13,000 watts, which will not reach Green Bay effectively. Later the station plans to install a 1,000 watt transmitter and boost its radiated power accordingly.

Since there was only one applicant for these channels, these permits were granted by the FCC in Washington soon after the freeze on new stations was lifted.

A number of other channels have been allocated to Wisconsin cities, but in most of the other cases there are two or more applicants for each channel, necessitating a hearing before the FCC can decide which applicant will get the permit.

That is the case with the other channel in Green Bay, Channel 6. The Press-Gazette and the Valley Telecasting company have applied for that channel.

Station WMAM at Marinette and the Green Bay Broadcasting company have both applied for VHF Channel 11 at Marinette-Menominee. WMAM at one time proposed to erect its transmitter and antenna north of Oconto so as to cover the Green Bay area as well as the Twin Cities.

There is also an application pending by Station WHBL at Sheboygan.

Elsewhere in the state two other VHF channels have been allocated to Milwaukee, one commercial and one educational, plus three UHF channels, all of which are in dispute. At Madison there will be one VHF channel and three UHF stations, one of which has been granted. There are also applications pending on channels at Beloit, Eau Claire, LaCrosse, Superior and Wausau.

Scenes from the Broadway play, "Susan and God," starring Gertrude Lawrence, were telecast from the NBC studios in Radio City, New York, on June 7, 1938.

MARCH 17, 1953

WBAY-TV Goes On Air Tonight

Dinner Will Honor First Video Station Outside Milwaukee

The premiere broadcast of WBAY-TV will be held on Channel 2 tonight at 7 o'clock and will be followed by a testimonial dinner at the Beaumont hotel under the auspices of the Association of Commerce.

The 15-minute program launching Wisconsin's second television station will be held in the WBAY-TV studios on the top floor of Central Catholic High school. It will include appearances by Mayor Dominic Olejniczak, Philo T. Farnsworth of Fort Wayne, Ind., a pioneer in the field of television, Burkett Farquhar, TV station manager, General Manager Haydn Evans of WBAY radio, Rep. John W. Byrnes of Green Bay, and President Reynolds Challoner of the Association of Commerce.

Byrnes Is Speaker

About 300 persons attending the civic dinner will watch the premiere program over television sets installed in the Beaumont hotel by major manufacturers. After the premiere, WBAY-TV will televise Bishop Fulton J. Sheen's "Life Is Worth Living," Triangle Theater, and Feature Theater. Starting Wednesday, the station will be on the air from 6 to about 10 p. m.

Rep. Byrnes will be the principal speaker at the dinner. Others who will speak include Farnsworth, who holds many basic patents in the television field, Abbot S. M. Killeen, O. Praem., of the Norbertine Fathers, owners of the station, Evans, Challoner, and the Rev. B. R. Reuss, O. Praem., of the St. Norbert college faculty.

The Association of Commerce will present a testimonial plaque to the Norbertines honoring them for being the first to sponsor TV in Wisconsin outside of Milwaukee. WBAY radio was also the first commercial radio station in northeastern Wisconsin, starting in 1924 with studios on the St. Norbert campus.

Wednesday's TV programs will start at 6 p. m. The following will be seen: 6 p. m. — Adventure Unlimited; 6:30 — The Fun House, film cartoons; 6:45 — Inside WBAY-TV featuring Farquhar on station operations; 7 — Godfrey and His Friends; 7:30 — American Inventory; 8 — Abbott and Costello; and 8:30 — Feature Theater, a full-length Hollywood movie.